

# Links Media's GSA Price List for Multiple Award Schedule PSS GS-07F-0016X



## Professional Services Schedule

### Contract Number

GS-07F-0016X for SINs 541-1, 541-2, 541-3, 541-4A,  
541-4F, 541-4B, & 541-5

Effective: March 29, 2016 to September 30, 2020

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**General Services Administration**  
**Federal Supply Service**  
**Authorized Federal Supply Schedule Price List**  
**Multiple Award Schedule (MAS) /**  
**Professional Services Schedule (PSS)**

Contract No: GS-07F-0016X for SINs 541-1, 541-2, 541-3,  
541-4A, 541-4B, 541-4F, 541-5

<b>VENDOR</b>
Links Media L.L.C. d/b/a Links Global 451 Hungerford Drive, Suite 503 Rockville, MD 20850 Contact: Brian Kubiak Tel: 301.987.5495 Ext. 103 Email: <a href="mailto:bkubiak@linksmedia.net">bkubiak@linksmedia.net</a> Web: <a href="http://www.linksmedia.net">www.linksmedia.net</a>  DUNS# 038727355  <b>SBA Certifications</b> Woman-owned, Small Disadvantaged Business. Registered with CCR

On-line access to contract ordering information, terms and conditions, up-to-date pricing, and the option to create an electronic delivery order are available through GSA Advantage!®, a menu-driven database system. The INTERNET address for GSA Advantage!® is: <http://www.gsaadvantage.gov>.

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## GENERAL CONTRACT INFORMATION

**Contract Period:** October 1, 2010 through September 30, 2020

**Eligible Organizations:** Eligibility to use GSA sources of supply and services is in accordance with GSA Order ADM 4800.2E. See [www.gsa.gov/eligibility-gsasource](http://www.gsa.gov/eligibility-gsasource) for complete information.

### Special Item Numbers Awarded

#### Contract GS-07F-0016X

SIN	Recovery	SIN Description
541-1	541-1RC	Advertising Service
541-2	541-2RC	Public Relations Services
541-3	541-3RC	Web Based Marketing Services
541-4A	541-4ARC	Market Research and Analysis
541-4B	541-4BRC	Video/Film Production
541-4F	541-4FRC	Commercial Art and Graphic Design Services
541-5	541-5RC	Integrated Marketing Services

#### Awarded NAICS and Business Size

SIN	Recovery	NAICS	SIN Description
541-1	541-1RC	541810	Advertising Service
541-2	541-2RC	541820	Public Relations Services
541-3	541-3RC	541511	Web Based Marketing Services
541-4A	541-4ARC	541910	Market Research and Analysis
541-4B	541-4BRC	512110	Video/Film Production
541-4F	541-4FRC	541430	Commercial Art and Graphic Design Services
541-5	541-5RC	541613	Integrated Marketing Services

### Special Socio-Economic Certifications

- Small Business
- SBA Certified SDB
- Woman-owned Business
- Economically Disadvantaged Woman-Owned Small Business

### Description of Terms and Conditions

Basic Discount Terms	8.69%-8.71% to Government on Commercial Prices
CCR	Registered
Delivery Terms	As specified on Task Orders

DUNS	038727355
Economic Price Adjustments	Prices remain based on a Commercial Price List and economic price adjustments shall remain in accordance with clause 552.216-70. The Contractor's CPL is effective 8/1/2009.
Expedited Delivery Terms (Number of days/hours)	As specified on Task Orders
F.O.B. Shipping Terms	Destination
Geographic Coverage	World Wide
Government Purchase Card	Accepted
GSA Price List	See schedule below
Industrial Funding Fee	All prices include the 0.75% IFF.
Ordering Address and Authorized Negotiators	<p>Links Media 451 Hungerford Drive, Suite 503 Rockville, MD 20850</p> <p>Brian Kubiak, VP Tel: 301.987.5495 Ext. 103 Email: <a href="mailto:bkubiak@linksmedia.net">bkubiak@linksmedia.net</a> Fax: 301.987.5498</p> <p>Marisabel Sanchez, President Tel: 301.987.5495 Ext. 102 Email: <a href="mailto:msanchez@linksmedia.net">msanchez@linksmedia.net</a></p>
Payment Address	Links Media / Attn: Accounts Receivable 451 Hungerford Drive, Suite 503 Rockville, MD 20850
Payment Terms (Net and Prompt Pay)	Net 30 days
Quantity / Volume Discount (Terms & method of calculation) (+ or /)	None, discounts will be negotiated at the task order level.
Representations and Certifications (52.212-3)	See ORCA under DUNS
Restocking Policy (if applicable)	Not Applicable
Special	Contractor is authorized to Sell Disaster Recovery Products and Services to State and Local Governments.
Travel Costs	Travel is not included on the agreement and will be paid per task order and calculated using the Joint Travel Regulation criteria.
Warranty Terms	Not Applicable
Service Contract Act	Applies to some positions. Links Media meets or exceeds the wages identified in the Wage Determination.
Maximum Order	\$1,000,000.00

Minimum Order	\$100.00
Service Contract Act	The Service Contract Act is applicable to this contract. Prices for SCA labor categories meet or exceed those in Wage Determination Number 2005-2103. The prices offered are based on the preponderance of where work is performed and should work be performed in an area with lower SCA rates, resulting in lower wages being paid, the task order prices will be discounted accordingly.

<b>SCA Eligible Contract Labor Category</b>	<b>SCA Equivalent Code – Title</b>	<b>WD Number</b>
Graphic Artist	15080-Graphic Artist	2005-2103
Technical Writer	30462-Technical Writer II	2005-2103

### On-Schedule Items Price List

<b>Service Proposed / Labor Category</b>	<b>Price Offered to GSA (including IFF)</b>
Senior Communications Advisor I	\$ 157.96
Senior Communications Advisor II	\$ 174.56
Senior Communications Advisor III	\$ 186.47
Project Deputy Manager I	\$ 82.42
Project Manager II	\$ 93.86
Project Manager III	\$ 105.31
Senior Project Manager/Director IV	\$ 116.76
Senior Project Manager/Director V	\$ 143.55
Researcher I	\$ 59.53
Researcher II	\$ 66.39
Researcher III	\$ 82.42
Senior Researcher I	\$ 93.86
Senior Researcher II	\$ 105.31
PR and Media Specialist I	\$ 59.53
PR and Media Specialist II	\$ 66.39
PR and Media Specialist III	\$ 82.42
Senior PR and Media Associate I	\$ 93.86
Senior PR and Media Associate II	\$ 105.31
Research Assistant I	\$ 43.84
Research Assistant II	\$ 51.51
Research Assistant III	\$ 57.23
PR and Media Assistant I	\$ 43.84
PR and Media Assistant II	\$ 51.51
PR and Media Assistant III	\$ 57.23
Writer I	\$ 59.53
Writer II	\$ 66.39
Senior Writer III	\$ 82.42
Senior Writer IV	\$ 93.86
Editor I	\$ 59.53
Editor II	\$ 66.39
Senior Editor III	\$ 82.42
Senior Editor IV	\$ 93.86
Multimedia Specialist I	\$ 48.08
Multimedia Specialist II	\$ 54.94
Multimedia Specialist III	\$ 66.39
Senior Multimedia Specialist IV	\$ 80.13
Senior Multimedia Specialist V	\$ 103.02

## Description of On-Schedule Items

### *Job Descriptions*

#### Experience Substitutions

- U.S. Diploma and 2 years of experience is equivalent to an Associates Degree.
- U.S. Diploma and 4 years of experience is equivalent to a Bachelors Degree.
- Bachelors Degree and 3 years of experience is equivalent to a Masters Degree.
- Masters Degree and 3 years of experience is equivalent to a Ph.D.

#### Education Substitutions

- A Ph.D. can be substituted for 3 years of experience with a Masters degree or 6 years with a Bachelors Degree.
- A Masters degree can be substituted for 3 years of experience with a Bachelors degree.
- A Bachelors degree may be substituted for 4 years of experience with a high school diploma or 2 years of experience with an associate degree.

### Categories

<b>Job Title/Level: Senior Communications Advisor/Advisor I</b>	
Key Responsibilities:	Provides executive-level strategic consultation to projects and division leadership; conducts monthly or ad hoc meetings with management team to ensure quality of all deliverables. Provides high-level counsel to all clients. Provides guidance to managers and directors, directs corporate resources, monitors performance of all managers, tasks and activities.
Minimum Qualifications:	5 years of executive advising experience
Minimum Education:	Masters degree or equivalency
<b>Job Title/Level: Senior Communications Advisor/Advisor II</b>	
Key Responsibilities:	Provides executive-level strategic consultation to projects and division leadership; conducts monthly or ad hoc meetings with management team to ensure quality of all deliverables. Provides high-level counsel to all clients. Provides guidance to managers and directors, directs corporate resources, monitors performance of all managers, tasks and activities.
Minimum Qualifications:	10 years of executive advising experience
Minimum Education:	Masters degree or equivalency



<b>Job Title/Level:</b>	<b>Senior Communications Advisor/Advisor III</b>
Key Responsibilities:	Provides executive-level strategic consultation to projects and division leadership; conducts monthly or ad hoc meetings with management team to ensure quality of all deliverables. Provides high-level counsel to all clients. Provides guidance to managers and directors, directs corporate resources, monitors performance of all managers, tasks and activities.
Minimum Qualifications:	15 years of executive advising experience
Minimum Education:	Masters degree or equivalency
<b>Job Title/Level:</b>	<b>Project Deputy Manager/Manager I</b>
Key Responsibilities:	Assists in managing contracts and projects for various clients including government and private sector. Supports coordination, direction and coordination of outreach, communication planning and production services. Supports communication with clients and ensures value based services, quality, and 100% customer satisfaction. Helps coordinate staff assignments and project activities. Maintains and organizes information and data in order to assist in the management of project activities. Tracks project tasks and activities, ensures timely delivery of services and products, supports all project needs.
Minimum Qualifications:	Two years experience in contract and project management One year experience in communication planning and production Two years experience in government project management
Minimum Education:	Bachelors Degree
<b>Job Title/Level:</b>	<b>Project Manager/Manager II</b>
Key Responsibilities:	Assists in managing contracts and projects for various clients including government and private sector. Supports coordination, direction and coordination of outreach, communication planning and production services. Supports communication with clients and ensures value based services, quality, and 100% customer satisfaction. Helps coordinate and supervise professional staff, project activities, assignments and deadlines. Maintains and organizes information and data in order to assist in the management of budgets, and project activities. Tracks project tasks and activities, ensures timely delivery of services and products, supports all project needs.
Minimum Qualifications:	Three years experience in contract and project management Two years experience in communication planning and production Two years experience in government project management
Minimum Education:	Bachelors Degree

<b>Job Title/Level:</b>	<b>Project Manager or Director/Manager III</b>
Key Responsibilities:	Manages contracts and projects for various clients including government and private sector. Provides direction and coordination of outreach, communication planning and production services. Maintains communication with clients and ensures value based services, quality, and 100% customer satisfaction. Coordinates and supervises professional staff activities and assignments. Manages budgets, prepares financial and project management reports. Plans project tasks and activities, ensures timely delivery of services and products, responds to all project needs, tracks staff hours to meet project budgeting needs, and prepares project analysis and progress reports.
Minimum Qualifications:	Five years experience in contract and project management Five years experience in communication planning and production Five years experience in government project management and client relations
Minimum Education:	Bachelors Degree

<b>Job Title/Level:</b>	<b>Senior Project Manager or Director/Manager IV</b>
Key Responsibilities:	Manages contracts and projects for various clients including government and private sector. Provides direction and coordination of outreach, communication planning and production services. Maintains communication with clients and ensures value based services, quality, and 100% customer satisfaction. Coordinates and supervises professional staff activities and assignments. Manages budgets, prepares financial and project management reports. Plans project tasks and activities, ensures timely delivery of services and products, responds to all project needs, tracks staff hours to meet project budgeting needs, and prepares project analysis and progress reports.
Minimum Qualifications:	Seven years experience in contract and project management Seven years experience in communication planning and production Seven years experience in government project management and client relations
Minimum Education:	Bachelors Degree

<b>Job Title/Level:</b>	<b>Senior Project Manager or Director/Manager V</b>
Key Responsibilities:	Manages contracts and projects for various clients including government and private sector. Provides direction and coordination of outreach, communication planning and production services. Maintains communication with clients and ensures value based services, quality, and 100% customer satisfaction. Coordinates and

supervises professional staff activities and assignments. Manages budgets, prepares financial and project management reports. Plans project tasks and activities, ensures timely delivery of services and products, responds to all project needs, tracks staff hours to meet project budgeting needs, and prepares project analysis and progress reports.

**Minimum Qualifications:** Ten years experience in contract and project management  
Ten years experience in communication planning and production  
Ten years experience in government project management and client relations

**Minimum Education:** Masters degree

<b>Job Title/Level:</b>	<b>Researcher/Research Specialist I</b>
<b>Key Responsibilities:</b>	Fulfills an array of tasks related to research assignments including but not limited to: Literature reviews, Needs assessments, Environmental scans, Focus groups recruitment, coordination and facilitation, Expert panel discussions coordination, Data collection and entry, Preparation of reports and presentations, Recruitment and promotion of research studies, and Coordination of materials and products testing; Ensures quality, value-based services, and 100% customer satisfaction. Ensures timely delivery of services and products, and provides progress reports
<b>Minimum Qualifications:</b>	One year experience in research, including public opinion, qualitative (focus groups, interviews), quantitative (survey design and methodology, tracking studies, statistical data analysis), and communication and materials testing; Must have experience working with outside research vendors; Strong communication and writing skills; Ability to work well with others in both research and non-research areas; Demonstrated ability to work tight deadlines in a fast-paced environment and handle multiple research projects
<b>Minimum Education:</b>	Bachelor's degree in statistics, mathematics, behavioral sciences, or related field

<b>Job Title/Level:</b>	<b>Researcher/Research Specialist II</b>
<b>Key Responsibilities:</b>	Performs various research assignments including but not limited to literature reviews, needs assessments, environmental scans, focus groups recruitment, coordination and facilitation, expert panel discussions coordination, data collection and entry, preparation of reports and presentations, recruitment and promotion of research studies, and coordination of materials and products testing; Coordinates vendors and field researchers on numerous data collection tasks including surveys, intercepts, interviews, and focus groups.;

	Ensures quality, value-based services, and 100% customer satisfaction; Ensures timely delivery of services and products, and provides progress reports
Minimum Qualifications:	Three years experience in primary research, including public opinion, qualitative (focus groups, interviews), quantitative (survey design and methodology, tracking studies, statistical data analysis), and communication and materials testing; Must have experience working with outside research vendors; Strong communication and writing skills; Ability to work well with others in both research and non-research areas; Position requires some domestic and international travel; Demonstrated ability to work tight deadlines in a fast-paced environment and handle multiple research projects
Minimum Education:	Bachelor's degree in statistics, mathematics, behavioral sciences, or related field

<b>Job Title/Level: Researcher/Research Specialist III</b>	
Key Responsibilities:	Oversees research projects, from initial research methodology and design, through fieldwork to analysis and reporting of findings; Performs various research assignments including but not limited to literature reviews, needs assessments, environmental scans, focus groups recruitment, coordination and facilitation, expert panel discussions coordination, data collection and entry, preparation of reports and presentations, recruitment and promotion of research studies, and coordination of materials and products testing; Supervises staff and coordination of vendors and field researchers on numerous data collection tasks including surveys, intercepts, interviews, and focus groups; Ensures quality, value-based services, and 100% customer satisfaction.
Minimum Qualifications:	Five years experience in primary research, including public opinion, qualitative (focus groups, interviews), quantitative (survey design and methodology, tracking studies, statistical data analysis), and communication and materials testing; Must have experience working with outside research vendors; Strong communication and writing skills; Ability to work well with others in both research and non-research areas; Position requires some domestic and international travel; Demonstrated ability to work tight deadlines in a fast-paced environment and handle multiple research projects
Minimum Education:	Master's degree in statistics, mathematics, behavioral sciences, or related field
<b>Job Title/Level: Senior Researcher/Research Associate I</b>	
Key Responsibilities:	Directs market research for clients including government and private sector; Manages projects including market research, formative research, and materials testing from initial research methodology and

Minimum Qualifications:	design, through fieldwork to analysis and reporting of findings.; Supervises staff, coordinates research vendors, and makes tasks assignments; Ensures quality and value-based services, customer satisfaction, and timely delivery; Tracks staff hours to meet project budgeting needs, and prepares project analysis and progress reports.
Minimum Education:	Seven years experience in primary research, including public opinion, qualitative (focus groups, interviews), quantitative (survey design and methodology, tracking studies, statistical data analysis), and communication and materials testing; Must have experience working with outside research vendors; Strong communication and writing skills; Ability to work well with others in both research and non-research areas; Position requires some domestic and international travel; Demonstrated ability to work tight deadlines in a fast-paced environment and handle multiple research projects
Minimum Education:	Master's degree in statistics, mathematics, behavioral sciences, or related field

<b>Job Title/Level:</b>	<b>Senior Researcher/Research Associate II</b>
Key Responsibilities:	Directs multiple market research projects for clients including government and private sector, from initial research methodology and design, through fieldwork to analysis and reporting of findings. Supervises interdisciplinary teams including public relations and social marketing professionals, creative staff, and research vendors. Ensures proper communication and adherence to protocol with key stakeholders; Establishes quality assurance methods, and ensures value-based services, customer satisfaction, and timely delivery; Tracks staff hours, budgets, and prepares project analysis and progress reports.
Minimum Qualifications:	Ten years experience in primary research, including public opinion, qualitative (focus groups, interviews), quantitative (survey design and methodology, tracking studies, statistical data analysis), and communication and materials testing; Must have experience working with outside research vendors; Strong communication and writing skills; Ability to work well with others in both research and non-research areas; Position requires some domestic and international travel; Demonstrated ability to work tight deadlines in a fast-paced environment and handle multiple research projects
Minimum Education:	Master's degree in statistics, mathematics, behavioral sciences, or related field

<b>Job Title/Level:</b>	<b>Public Relations and Media Specialist/Specialist I</b>
Key Responsibilities:	Supports public relations assignments including but not limited to special events, book & author promotion tours, concerts and art shows,

special presentations, public meetings, discussion groups, film showings and premiers, trade shows and exhibits, and conferences; Participates in media pitching and story placement activities including media tours; Supports outreach activities including press events, exhibits and trade shows; Provides support to the production and distribution of multimedia products such as PSAs, VNRs, ANRs, on-demand packages, documentaries, audio tours, commercials, and new media products; Provides logistics support for research activities including focus groups.

**Minimum Qualifications:** One year of experience working in journalism or public relations; Demonstrated ability to work tight deadlines in a fast-paced environment and handle multiple assignments, and work well with others; Communication and writing ability; and exceptional organizational skills

**Minimum Education:** Bachelor's degree, in communications or related field

<b>Job Title/Level:</b>	<b>Public Relations and Media Specialist/Specialist II</b>
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**Key Responsibilities:** Supports public relations assignments including but not limited to special events, book & author promotion tours, concerts and art shows, special presentations, public meetings, discussion groups, film showings and premiers, trade shows and exhibits, and conferences. Participates in media pitching and story placement activities including media tours; supports outreach activities including press events, exhibits and trade shows; Provides support to the production and distribution of multimedia products such as PSAs, VNRs, ANRs, on-demand packages, documentaries, audio tours, commercials, and new media products; Provides logistics support for research activities including focus groups.

**Minimum Qualifications:** Three years experience working in journalism or public relations; Demonstrated ability to work tight deadlines in a fast-paced environment and handle multiple assignments, and work well with others; communication and writing ability; and exceptional organizational skills

**Minimum Education:** Bachelor's degree, in communications or related field

<b>Job Title/Level:</b>	<b>Public Relations and Media Specialist/ Specialist III</b>
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**Key Responsibilities:** Performs public relations and media activities for communication programs for a variety of government and private sector clients; Primary functions include execution and coordination of: public relations plans including but not limited to special events, book tours, concerts and art shows, special presentations, public meetings, discussion groups, film showings, trade shows and exhibits, and

	conferences; media plans including but not limited to media and spokesperson training, materials development and dissemination (press releases, speeches, briefings, media advisories, scripts, fact sheets and other resources), media pitching and story placement, and outreach activities (partnerships, press events, and interviews); materials production and distribution including but not limited to: web streaming, satellite media tours, PSAs, VNRs, ANRs, on-demand packages, documentaries, audio tours, commercials, and new media products; market research activities including but not limited to focus groups, intercepts, and needs assessments, media placement analysis, and trade shows interactions; and performs other duties as required.
Minimum Qualifications:	Five years experience working in journalism, public relations, or media development; Demonstrated ability to work tight deadlines in a fast-paced environment and handle multiple assignments, and work well with others; Must demonstrate a past record of exceptional communication and writing ability; and detailed oriented and extremely organized
Minimum Education:	Bachelor's degree, in communications, political science or related field

<b>Job Title/Level:</b>	<b>Senior Public Relations and Media Associate/Associate I</b>
Key Responsibilities:	Leads and performs public relations and media activities for communication programs for a variety of government and private sector clients; Primary functions including but not limited to are planning, coordination, implementation and evaluation of public relations programs; media relations plans; production and distribution of multimedia materials; and market research. Orchestrates, coordinates and executes special events, book tours, concerts and art shows, special presentations, public meetings, discussion groups, film showings, trade shows and exhibits, and conferences. Directs media activities including but not limited to media and spokesperson training, materials development and dissemination (press releases, speeches, briefings, media advisories, scripts, fact sheets and other resources), media pitching and story placement, and outreach activities (partnerships, press events, and interviews). Creates materials and coordinates production and distribution of multimedia products including but not limited to: web streaming, satellite media tours, PSAs, VNRs, ANRs, on-demand packages, documentaries, audio tours, commercials, and new media targeted to multiple audiences; Oversees market research activities including but not limited to public opinion polls, focus groups, intercepts, media placement analysis, trade shows interactions, environmental scans and needs assessments.
Minimum Qualifications:	Eight years experience working in journalism, public relations, or media development; Three years experience working with national and international media; Project management, budget monitoring and

	staff supervision; Demonstrated ability to work tight deadlines in a fast-paced environment and handle multiple assignments, and work well with other interdisciplinary teams; Proven record of customer satisfaction, detailed oriented and extremely organized; Exceptional communication and writing ability
Minimum Education:	Bachelor's degree, in communications, political science or related field

<b>Job Title/Level:</b>	<b>Senior Public Relations and Media Associate/Associate II</b>
Key Responsibilities:	Supervises multiple public relations and media programs for a variety of government and private sector clients; Provides direction and supervision in the planning, coordination, implementation, and evaluation of public relations programs; media relation plans; production and distribution of multimedia materials; market research; and knowledge transfer; Supervises staff and vendors in the execution of special events, book tours, concerts and art shows, special presentations, public meetings, discussion groups, film showings, trade shows and exhibits, and conferences; media activities including but not limited to media and spokesperson training, materials development and dissemination (press releases, speeches, briefings, media advisories, scripts, fact sheets and other resources), media pitching and story placement, and outreach activities (partnerships, press events, and interviews); production and distribution of multimedia products including but not limited to: web streaming, satellite media tours, PSAs, VNRs, ANRs, on-demand packages, documentaries, audio tours, commercials, and new media targeted to multiple audiences; and market research activities including but not limited to public opinion polls, focus groups, intercepts, media placement analysis, environmental scans and needs assessments. Provides guidance in staff management and development, and leads business development, and marketing activities.
Minimum Qualifications:	Ten years experience working in public relations Five years experience working with national and international media Three years of experience in management, budget monitoring and staff supervision; Demonstrated ability to manage multiple contracts, and lead interdisciplinary teams; Proven record of customer satisfaction, cost containment; Exceptional communication and writing ability Experience targeting mainstream, multicultural and age-specific audiences
Minimum Education:	Master's degree, in public relations, communications, or related field
<b>Job</b>	<b>Research Assistant/Assistant I</b>



<b>Title/Level:</b>	
Key Responsibilities:	Performs an array of tasks related to research assignments including but not limited to: Field, print and web-based information gathering Pre-interviews and interviews coordination; Materials gathering Database searches; Focus groups recruitment and logistics coordination; Logistics coordination of meetings such as expert panel discussions; Data collection and data entry; Mailings and distribution of materials; Support the preparation of reports and presentations; Perform other duties as required; Ensures quality, value-based services, and 100% customer satisfaction; Ensures timely delivery of services and products.
Minimum Qualifications:	Recent college graduates will be considered but 1 year of work experience in primary research, in any of the following related fields including public opinion, qualitative (focus groups, interviews), quantitative (survey design and methodology, tracking studies, statistical data analysis), and communication and materials testing is required.
Minimum Education:	College degree and training in market research, statistics, mathematics, behavioral sciences, or related field

<b>Job Title/Level:</b>	
<b>Research Assistant/Assistant II</b>	
Key Responsibilities:	Performs an array of tasks related to research assignments including but not limited to: Field, print and web-based information gathering Pre-interviews and interviews coordination; Materials gathering Database searches; Focus groups recruitment and logistics coordination; Logistics coordination of meetings such as expert panel discussions; Data collection and data entry; Mailings and distribution of materials; Support the preparation of reports and presentations Perform other duties as required; Ensures quality, value-based services, and 100% customer satisfaction; Ensures timely delivery of services and products.
Minimum Qualifications:	Two years experience in primary research, in any of the following related fields including public opinion, qualitative (focus groups, interviews), quantitative (survey design and methodology, tracking studies, statistical data analysis), and communication and materials testing is required.
Minimum Education:	Bachelor's degree in market research, statistics, mathematics, behavioral sciences, or related field

<b>Job Title/Level:</b>	
<b>Research Assistant/Assistant III</b>	
Key Responsibilities:	Performs an array of tasks related to research assignments including but not limited to: Field, print and web-based information gathering Pre-interviews and interviews coordination; Materials gathering Database searches; Focus groups recruitment and logistics

	coordination; Logistics coordination of meetings such as expert panel discussions; Data collection and data entry; Mailings and distribution of materials; Support the preparation of reports and presentations Position may require occasional domestic and international travel Ensures quality, value-based services, and 100% customer satisfaction; Ensures timely delivery of services and products.
Minimum Qualifications:	Four years experience in primary research, in any of the following related fields including public opinion, qualitative (focus groups, interviews), quantitative (survey design and methodology, tracking studies, statistical data analysis), and communication and materials testing is required.
Minimum Education:	Bachelor's degree in market research, statistics, mathematics, behavioral sciences, or related field

<b>Job Title/Level:</b>	<b>Public Relations and Media Assistant/Assistant I</b>
Key Responsibilities:	Provides logistic support for research activities including focus groups, and surveys; Researches issues, markets, and other topics. Distributes information via various channels to target audiences. Inputs data into database systems; Provides overall support to the department in all public relations and media activities.
Minimum Qualifications:	Demonstrated ability to work tight deadlines in a fast-paced environment and handle multiple assignments, and work well with others; Communication and writing ability; and exceptional organizational skills
Minimum Education:	College degree, in communications or related field; Recent graduates will be considered but 1 year experience in public relations, journalism or communications outreach is required

<b>Job Title/Level:</b>	<b>Public Relations and Media Assistant/Assistant II</b>
Key Responsibilities:	Supports public relations and media assignments including but not limited to special events, promotion tours, concerts and art shows, special presentations, public meetings, discussion groups, film showings and premiers, trade shows and exhibits, conferences, and press events; Provides logistic support for research activities including focus groups, and surveys; Researches issues, markets, and other topics.
Minimum Qualifications:	One year experience in public relations, journalism or communications outreach; Demonstrated ability to work tight deadlines in a fast-paced environment and handle multiple assignments, and work well with others; Communication and writing ability; and exceptional organizational skills
Minimum Education:	College degree, in communications or related field

<b>Job Title/Level:</b>	<b>Public Relations and Media Assistant/Assistant III</b>
Key Responsibilities:	Supports public relations and media outreach activities including but not limited to: Exhibits, trade shows town hall meetings, conferences, special events and meetings, Promotions and tours, Concerts and art shows, Film showings and premiers, Media pitching and placement. Pre-interviews coordination, Spokesperson briefing and training, Media production (press releases, speeches, briefings, media advisories, scripts, fact sheets, PSAs, VNRs, audio tours, documentaries, new media products, commercials, and others), Media pitching and story placement, Media distribution (satellite feeds, and streaming), and Market research.
Minimum Qualifications:	One to three years work experience in journalism or public relations is required; Demonstrated ability to work tight deadlines in a fast-paced environment and handle multiple assignments, and work well with others; Communication and writing ability; and exceptional organizational skills
Minimum Education:	College degree, in journalism or related field

<b>Job Title/Level:</b>	<b>Writer/Writer I</b>
Key Responsibilities:	Writes technical materials, feature stories, brochures, newsletters, reports, instruction manuals, proposals, and other publications for government and private sector clients targeted to an array of audiences; Gathers, analyzes and translates scientific and technical information for consumers; Researches and reads material to become familiar with subject matter; Discusses with project managers and clients the established technical specifications and subject material to be developed for publication; Organizes material and completes writing assignment according to set standards regarding order, clarity, conciseness, style, terminology, correct grammar, punctuation, and spelling; Applies journalistic interviewing techniques to develop content for written materials; Edits written material and assists in layout process by suggesting charts, illustrations, photographs, drawings, sketches, and diagrams that best illustrate the material; Reviews, edits, or re-writes material prepared by other writers ; Maintains content development research records, reports, and files ; Provides value-based services, customer satisfaction, and timely delivery of services.
Minimum Qualifications:	Three years of formal work experience in editing, writing or proofreading; Must have at least two years of technical writing experience; Demonstrated superior writing abilities and attention to details; Knowledge of the structure and content of the English

language including the meaning and spelling of words, rules of composition, and grammar; Knowledge of media production, and dissemination techniques and methods; Knowledge of graphic and design techniques; Must have experience and demonstrated ability to work with outside research vendors, and diverse teams of creative and technical expert; Demonstrated ability to work tight deadlines in a fast-paced environment and handle multiple research projects

Minimum Education: Bachelor's degree in English, writing, or related field

**Job Title/Level: Writer/ Writer II**

Key Responsibilities: Writes technical materials, feature stories, brochures, newsletters, reports, instruction manuals, proposals, and other publications for government and private sector clients targeted to an array of audiences; Gathers, analyzes and translates scientific and technical information for consumers; Researches and reads material to become familiar with subject matter; Discusses with project managers and clients the established technical specifications and subject material to be developed for publication; Organizes material and completes writing assignment according to set standards regarding order, clarity, conciseness, style, terminology, correct grammar, punctuation, and spelling; Applies journalistic interviewing techniques to develop content for written materials; Edits written material and assists in layout process by suggesting charts, illustrations, photographs, drawings, sketches, and diagrams that best illustrate the material; Reviews, edits, or re-writes material prepared by other writers; Maintains content development research records, reports, and files.

Minimum Qualifications: Six years of formal work experience in editing, writing or proofreading; Must have at least two years of technical writing experience; Demonstrated superior writing abilities and attention to details; Knowledge of the structure and content of the English language including the meaning and spelling of words, rules of composition, and grammar; Knowledge of media production, and dissemination techniques and methods; Knowledge of graphic and design techniques; Must have experience and demonstrated ability to work with outside research vendors, and diverse teams of creative and technical experts; Demonstrated ability to work tight deadlines in a fast-paced environment and handle multiple research projects

Minimum Education: Bachelor's degree in English, writing, or related field

**Job Title/Level: Senior Writer/Writer III**

Key Responsibilities: Assists in planning, organizing and coordinating writing assignments; Writes technical materials, feature stories, brochures, newsletters, reports, instruction manuals, proposals, and other publications for

government and private sector clients targeted to an array of audiences; Gathers, analyzes and translates scientific and technical information for consumers; Researches and reads material to become familiar with subject matter; Organizes material and completes writing assignment according to set standards regarding order, clarity, conciseness, style, terminology, correct grammar, punctuation, and spelling; Applies journalistic interviewing techniques to develop content for written materials; Edits written material and assists in layout process by suggesting charts, illustrations, photographs, drawings, sketches, and diagrams that best illustrate the material; Reviews, edits, or re-writes material prepared by other writers; Maintains content development research records, reports, and files; Develops stylebooks and recommendations for standard protocols for materials; Provides value-based services, customer satisfaction, and timely delivery of services.

**Minimum  
Qualifications:**

Eight years of formal work experience in editing, writing or proofreading; Must have at least two years of technical writing experience; Demonstrated superior writing abilities and attention to details; Knowledge of the structure and content of the English language including the meaning and spelling of words, rules of composition, and grammar; Knowledge of media production, and dissemination techniques and methods; Knowledge of graphic and design techniques; Must have experience and demonstrated ability to work with outside research vendors, and diverse teams of creative and technical experts; Demonstrated ability to work tight deadlines in a fast-paced environment and handle multiple research projects

**Minimum  
Education:**

Bachelor's degree in English, writing, or related field

<b>Job Title/Level:</b>	<b>Senior Writer/ Writer IV</b>
<b>Key Responsibilities:</b>	Plans, organizes and coordinates writing assignments amongst team members; Writes technical materials, feature stories, brochures, newsletters, reports, instruction manuals, proposals, and other publications for government and private sector clients targeted to an array of audiences; Gathers, analyzes and translates scientific and technical information for consumers; Organizes material and completes writing assignment according to set standards regarding order, clarity, conciseness, style, terminology, correct grammar, punctuation, and spelling; Applies journalistic interviewing techniques to develop content for written materials; Edits written material and assists in layout process by suggesting charts, illustrations, photographs, drawings, sketches, and diagrams that best illustrate the material; Reviews, edits, or re-writes material prepared by other writers; Maintains content development research records, reports, and files; Develops stylebooks and recommendations for standard

Minimum Qualifications:	protocols for materials; Participates in content and materials development presentations and training; Provides value-based services, customer satisfaction, and timely delivery of services
Minimum Education:	Ten years of formal work experience in editing, writing or proofreading; Must have at least two years of technical writing experience; Demonstrated superior writing abilities and attention to details; Knowledge of the structure and content of the English language including the meaning and spelling of words, rules of composition, and grammar; Knowledge of media production, and dissemination techniques and methods; Knowledge of graphic and design techniques; Must have experience and demonstrated ability to work with outside research vendors, and diverse teams of creative and technical experts; Demonstrated ability to work tight deadlines in a fast-paced environment and handle multiple research projects
	Master's degree in English, writing, or related field

<b>Job Title/Level:</b>	<b>Editor/Editor I</b>
Key Responsibilities:	Performs variety of editorial duties of written materials, in preparation for final publication; Analyzes and verifies sources or documentation for stories and content; Applies page layout or composition techniques; Ensures the use of correct grammar, punctuation, or spelling; Applies critical thinking techniques to editing content materials; Applies long or short term production planning techniques; Indexes information resources; Follows stylebooks and recommendations for standard protocols for materials; Provides value-based services, customer satisfaction, and timely delivery of services.
Minimum Qualifications:	One year of formal work experience in editing, writing or proofreading; Must have at least two years of technical writing experience; Demonstrated superior writing abilities and attention to details; Knowledge of the structure and content of the English language including the meaning and spelling of words, rules of composition, and grammar; Demonstrated ability to work tight deadlines in a fast-paced environment and handle multiple research projects
Minimum Education:	Bachelor's degree in English, writing, or related field

<b>Job Title/Level:</b>	<b>Editor/Editor II</b>
Key Responsibilities:	Performs variety of editorial duties of written materials, in preparation for final publication; Analyzes and verifies sources or documentation for stories and content; Applies copyright laws, page layout or composition techniques; Applies correct grammar, punctuation, or

spelling; Ensures the use of correct grammar, punctuation, or spelling; Approves design or changes; Calculates headline size or count; Applies critical thinking techniques to editing content materials; Applies long or short term production planning techniques; Reads production layouts; Indexes information resources; Edits written material, meets deadlines and proofreads printed or written material; Organizes journalistic or literary data; Oversees execution of organizational or program policies; Follows stylebooks and recommendations for standard protocols for materials; Provides value-based services, customer satisfaction, and timely delivery of services; Participates in company-wide business development, and marketing activities

**Minimum  
Qualifications:**

Three years of formal work experience in editing, writing or proofreading; Must have at least two years of technical writing experience; Demonstrated superior writing abilities and attention to details; Knowledge of the structure and content of the English language including the meaning and spelling of words, rules of composition, and grammar; skilled in various style standards; Demonstrated ability to work tight deadlines in a fast-paced environment and handle multiple research projects

**Minimum  
Education:**

Bachelor's degree in English, writing, or related field

<b>Job Title/Level:</b>	<b>Senior Editor/Editor III</b>
<b>Key Responsibilities:</b>	Supervises editors including staff and freelance pool, assesses their skills, performance and quality of services, and conducts meetings with staff to ensure objectives are met; Coordinates production processes and assigns staff to appropriate editing task; Performs variety of editorial duties of written materials, in preparation for final publication; Applies copyright laws, page layout or composition techniques; Edits written material, meets deadlines and proofreads printed or written material; Follows stylebooks and recommendations for standard protocols for materials; Arranges topical or alphabetical list of index items, according to page or chapter, indicating location of item in text; Reads copy or proof to detect and correct errors in spelling, punctuation, and syntax, and indicates corrections, using standard proofreading and typesetting symbols; Writes and rewrites headlines, captions, columns, articles, and stories to conform to publication's style, editorial policy, and publishing requirements; Compiles index cross-references, such as glossaries, bibliographies, and footnotes; Verifies facts, dates, and statistics, using standard reference sources; Reads and evaluates manuscripts or other materials submitted for publication and confers with authors regarding changes or publication; Determines placement of stories based on relative

	significance, available space, and knowledge of layout principles; Selects photographs and illustrative materials to conform to space and subject matter.
Minimum Qualifications:	Eight years of formal work experience in editing, writing or proofreading; Demonstrated superior writing abilities and attention to details; knowledgeable of various style guides; Demonstrated ability to work tight deadlines in a fast-paced environment and handle multiple research projects
Minimum Education:	Bachelor's degree in English, writing, or related field

<b>Job Title/Level:</b>	<b>Senior Editor/Editor IV</b>
Key Responsibilities:	Supervises editors including staff and freelance pool, assesses their skills, performance and quality of services, and conducts meetings with staff to ensure objectives are met; Coordinates production processes and assigns staff to appropriate editing task; Performs variety of editorial duties of written materials, in preparation for final publication; Applies copyright laws, page layout or composition techniques; Edits written material, meets deadlines and proofreads printed or written material; Follows stylebooks and recommendations for standard protocols for materials; Arranges topical or alphabetical list of index items, according to page or chapter, indicating location of item in text; Reads copy or proof to detect and correct errors in spelling, punctuation, and syntax, and indicates corrections, using standard proofreading and typesetting symbols; Writes and rewrites headlines, captions, columns, articles, and stories to conform to publication's style, editorial policy, and publishing requirements; Compiles index cross-references, such as glossaries, bibliographies, and footnotes; Verifies facts, dates, and statistics, using standard reference sources; Reads and evaluates manuscripts or other materials submitted for publication and confers with authors regarding changes or publication; Determines placement of stories based on relative significance, available space, and knowledge of layout principles; Selects photographs and illustrative materials to conform to space and subject matter.
Minimum Qualifications:	Ten years of formal work experience in editing, writing or proofreading; Demonstrated superior writing abilities and attention to details; skilled in editing by various style standards; Demonstrated ability to work tight deadlines in a fast-paced environment and handle multiple research projects
Minimum Education:	Master's degree in English, writing, or related field
<b>Job Title/Level:</b>	<b>Multimedia Specialist/Specialist I</b>



<b>Title/Level:</b>	
Key Responsibilities:	Participates in the creative process while performing an array of multimedia production activities to support communication programs for a variety of government and private sector clients. Primary functions including but not limited to are planning, coordination, implementation and evaluation of graphics design, stock footage research, illustration, web design, multimedia layout including print publications, animation, sound effects creation, videography and video editing. Other responsibilities include: Conduct image research and acquisition; Assess media needs for projects; make recommendations for media usage and assist in the development of projects; Create multimedia designs and productions around subject assignments using digital video, stills, illustrations, and graphics design software; Layout a variety of publications; Schedule, deliver, set-up audio-visual and other media equipment; Create budgets for printing, stock footage acquisition, delivery of media to clients; Performs other promotional and outreach duties required.
Minimum Qualifications:	One year experience working in multimedia production; One year experience in video and multimedia presentations; Understanding all aspects of the multimedia process, from creation, design to distribution; Demonstrated ability to work tight deadlines in a fast-paced environment and handle multiple assignments, and work well with other interdisciplinary teams; Proven record of customer satisfaction, detailed oriented and extremely organized; Exceptional communication and writing ability; Experience using: Adobe Creative Suite, Final Cut Pro, Encoders/decoders to create multimedia projects
Minimum Education:	Associates degree, in arts, design, film and video, communications, or related field
<b>Job Title/Level:</b>	
Key Responsibilities:	<b>Multimedia Specialist/Specialist II</b> Participates in the creative process while performing an array of multimedia production activities to support communication programs for a variety of government and private sector clients. Primary functions including but not limited to are planning, coordination, implementation and evaluation of graphics design, stock footage research, illustration, web design, multimedia layout including print publications, animation, sound effects creation, videography and video editing. Other responsibilities include: Create design concepts to communicate messages, Conduct image research and acquisition, Assess media needs for projects; make recommendations for media usage and assist in the development of projects, Create multimedia designs and productions around subject assignments using digital video, stills, illustrations, and graphics design software, Layout a variety of publications, Schedule, deliver, set-up audio-visual and other media equipment.. Create budgets for printing, stock footage

Minimum Qualifications:	acquisition, delivery of media to clients.
Minimum Education:	Three years experience working in multimedia production and presentations; Understanding all aspects of the multimedia process, from creation, design to distribution; one year experience as Team leader of multimedia projects, Project management, budget monitoring and staff supervision; Demonstrated ability to work tight deadlines in a fast-paced environment and handle multiple assignments, and work well with other interdisciplinary teams; Proven record of customer satisfaction, detailed oriented and extremely organized; Exceptional communication and writing ability; Experience using: Adobe Creative Suite, Final Cut Pro, Encoders/decoders to create multimedia projects Bachelor's degree, in arts, design, film and video, communications, or related field

<b>Job Title/Level:</b>	<b>Multimedia Specialist/Specialist III</b>
Key Responsibilities:	Manages the creative process in its entirety while performing an array of multimedia production activities to support communication programs for a variety of government and private sector clients. Primary functions including but not limited to are planning, coordination, implementation and evaluation of web design, project manager, internet marketing, multimedia production, music and songwriting, art direction, copy writing, creative direction, animation, audio, materials testing, multimedia programming; Coordinates other professionals as part of the team that provides traditional film style camera techniques, directing, script writing for multimedia and advertising, digital video and audio recording, multi-track sound production, multimedia programming, both traditional and non-linear video editing, and computer based modeling and animation; Provides individualized assistance to clients in media production, including graphic design, photography, video production, and multimedia design, in compliance with applicable copyright laws; Develops and presents media workshops to train clients in the use of multimedia software and hardware. Research media options to incorporate technology into workshops; Assess media needs for projects; make recommendations for media usage and assist in the development of projects. Recommend equipment and software purchases within budget guidelines. Recommend and assist in the design of multimedia and video taping suites; Create multimedia designs around general subject assignments.
Minimum Qualifications:	Five years experience working in multimedia production; three years experience with engineering and music production; three years experience in video and multimedia presentations; Understanding all aspects of the multimedia process, from creation, design to distribution; three years experience as Team leader of multimedia

projects, Project management, budget monitoring and staff supervision; Demonstrated ability to work tight deadlines in a fast-paced environment and handle multiple assignments, and work well with other interdisciplinary teams; Proven record of customer satisfaction, detailed oriented and extremely organized; Exceptional communication and writing ability; Experience using: Adobe Creative Suite, Final Cut Pro, Sound Forge, Custom Plugins and Encoders/decoders to create multimedia projects

Minimum Education:	Bachelor's degree, in arts, design, film and video, communications, or related field
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**Job Title/Level:** Senior Multimedia Specialist/Specialist IV

Key Responsibilities:	<p>Manages the creative process in its entirety while performing an array of multimedia production activities to support communication programs for a variety of government and private sector clients. Primary functions including but not limited to are planning, coordination, implementation and evaluation of web design, project manager, internet marketing, multimedia production, music and songwriting, art direction, copy writing, creative direction, animation, audio, materials testing, multimedia programming; Directs art design and creates imagery for a variety of campaigns.; Coordinates other professionals as part of the team that provides traditional film style camera techniques, directing, script writing for multimedia and advertising, digital video and audio recording, multi-track sound production, multimedia programming, both traditional and non-linear video editing, and computer based modeling and animation; Provides individualized assistance to clients in media production, including graphic design, photography, video production, and multimedia design, in compliance with applicable copyright laws; Develops and presents media workshops to train clients in the use of multimedia software and hardware. Research media options to incorporate technology into workshops; Assess media needs for projects; make recommendations for media usage and assist in the development of projects. Recommend equipment and software purchases within budget guidelines. Recommend and assist in the design of multimedia and video taping suites; Create multimedia designs around general subject assignments; Perform duties related to the field as assigned; Performs other promotional and outreach duties required; Participates in company-wide business development, and marketing activities. Position may require occasional domestic and international travel.</p>
Minimum Qualifications:	<p>Eight years experience working in multimedia production; five years experience with engineering and music production; five years experience in video and multimedia presentations; Understanding all aspects of the multimedia process, from creation to distribution; five years experience as Team leader of multimedia projects, Project</p>



projects, Project management, budget monitoring and staff supervision; Demonstrated ability to work tight deadlines in a fast-paced environment and handle multiple assignments, and work well with other interdisciplinary teams; Proven record of customer satisfaction, detailed oriented and extremely organized; Exceptional communication and writing ability; Experience using: Adobe Creative Suite, Final Cut Pro, Sound Forge, Custom Plugins and Encoders/decoders to create multimedia projects

Minimum  
Education: Bachelor's degree, in arts, design, film and video, communications, or related field

## DESCRIPTION OF SPECIAL ITEM NUMBERS

### **541-1            Advertising Services**

#### **541-1RC**

Services provided under this SIN will promote public awareness of an agency's mission and initiatives, public understanding of complex technical and social issues, dissemination of information to industry and consumer advocacy groups and engaging in recruitment campaigns. This SIN encompasses various advertising methods to include, but not limited to advertising objective determination, message decision/creation, media selection and advertising evaluation. Some of the typical tasks involved in the development and execution of an advertising campaign may include:

- Advertising objective determination: Providing consultation services that identify the direct objectives to develop strategies for conducting the advertising campaign in order to provide the best methods of public education. Typical tasks associated with this phase include the identification of the target market, their response and target frequency to align with available budget.
- Message decision/creation: Accomplishing the advertising objectives to develop the advertising message and corresponding collateral.
- Media selection: Conducting market research to identify the appropriate media vehicle (print, radio, television, etc.) in promoting the agency's message. Typical tasks may include, but are not limited to:
  - Direct Mail Services: Incorporates effective timing of messages, a method of reaching prospects directly, and diversity in advertising formats. Services may include: address list compilation; addressing services; test mailing services; warehousing/clearinghouse services; and mail advertising services including direct mail and postage (most economical means to the government). Using the Coding Accuracy Support System software and National Change of Address to match addresses with the U.S. Postal Service database may be required.
  - Outdoor Marketing and Media Services: Will promote agencies' advertising and integrated marketing efforts. Types of services may include but are not limited to: painted and/or electronic displays; posters; billboards (both standard and electronic); banners; bulletins; balloons; skywriting; and bumper stickers. Also, assembling, repairing and maintaining displays may be required. Novelty items in conjunction with advertising services are also included. Examples of advertising sites are: all modes of transit such as buses to include exterior and interior panels; train and subway stations; taxi tops; truck trailers; sporting events; airport displays; and kiosks.
  - Broadcast Media (Radio, TV and Public Service Announcements (PSA)): Promotes public awareness and/or prepares the consumer market for a product or service. These services may cover the full spectrum of services

necessary from conception to implementation of the broadcast media. Examples of typical tasks are: development of radio or television announcements; creative development of draft scripts and storyboards; TV monitoring; paid advertising; media buying; instantaneous satellite services; and ad placement verification services.

- Advertising evaluation: Effectively measures the success of the advertising campaign through various methods.
- Related activities to advertising services.

## **541-2            Public Relations Services**

### **541-2RC**

Services include, but are not limited to: providing customized media and public relation services such as the development of media messages and strategies; providing recommendations of media sources for placement of campaigns; preparing media materials such as: background materials, press releases, speeches and presentations, and press kits. Other related services may fall under the following categories:

- Conducting Press Conferences
- Scheduling broadcast and/or print interviews
- Press, Public Relations and Crisis Communications
- Media Training: Training of agency personnel to deal with media & media responses
- Media Alerts
- Press clipping services
- Related activities to public relation services

## **541-3            Web Based Marketing Services (set-aside for small businesses)**

### **541-3RC**

Develop strategies for an agency to provide the maximum use of their Internet capabilities. Typical tasks may involve the consultation, development and implementation of the following typical web based tasks:

- Website Design and Maintenance Services
- Search Engine Development
- E-mail Marketing
- Interactive Marketing
- Web Based Training
- Web Casting

- Video Conferencing via the web
- Section 508 compliance: including Captioning Services
- On-Line Media Management
- Related activities to electronic marketing services

All phases of Web Based Marketing may be required. Content and execution may also be required to be in more than one language and in accessible formats for the physically challenged, i.e., Section 508 requirements for Web Based Marketing Services.

Media will also be provided in a format that is compatible with the ordering agency's software requirements. Continual web site updates and maintenance may also be required.

#### **541-4 Specialized Marketing Services**

##### **541-4RC**

The services offered under the following SINS afford agencies the ability to selectively choose specialized advertising and integrated marketing services on an as needed basis. The Specialized Marketing SINS are:

##### **541-4A          Market Research and Analysis Services**

##### **541-4ARC**

Services include, but are not limited to:

- Develop customized strategic marketing plans
- Create branding initiatives
- Create public awareness of products, services, and issues
- Identify and analyze target markets
- Establish measurable marketing objectives; determine market trends and conditions; identify and implement appropriate strategies
- Conduct focus groups, telemarketing, individual interviews, prepare/distribute surveys, and compile/analyze results
- Manage call centers (in relation to services provided under this schedule)

##### **541-4B          Video/Film Production Services**

##### **541-4BRC**

These services will inform the public and Government agencies about the latest products, services, and/or issues. Typical tasks are: writing; directing; shooting; arranging for talent/animation; narration; music and sound effects; duplication; distribution; video scoring; and editing. Filming in studios, on location, live shows, or events may be



required. Various formats of output will be provided in accordance with agency's request, which may include:

- Industry Standard Formats
- DVD
- CD-ROM
- Video Streaming Development

#### **541-4F Commercial Art and Graphic Design Services (set-aside for small businesses)**

##### **541-4FRC**

Commercial art, graphic design, and special effects that educate the consumer market about a product or service may be required under this SIN. Typical tasks include:

- Developing conceptual design and layouts
- Providing copywriting and technical writing services
- Developing publication designs and/or typographic layout
- Furnishing custom or stock artwork (including electronic artwork)

#### **541-5 Integrated Marketing Services**

##### **541-5RC**

This SIN will be used to offer a complete solution that integrates all services found under the other SINs. Services required under this SIN will include the creation of comprehensive solutions using strategically targeted marketing plans that include full service execution of a complete advertising and integrated marketing campaign. These comprehensive solutions include services available separately under: 541-1 Advertising, 541-2 Public Relations, 541-3 Web Based Marketing, and all of the sub-SINs under 541-4 Specialized Marketing. Contractors must have the capabilities to provide services identified within Special Item Numbers 541-1, 541-2 and 541-3 and a preponderance of all services identified under Special Item Number 541-4.

*NOTE: SIN 541-5 may NOT be used to fulfill individual requirements that are covered separately by other SINs in this Schedule. SIN 541-5 may only be used to fulfill comprehensive agency requirements that span multiple service offerings from the Schedule.*

#### **OFF SCHEDULE ITEMS**

Other Direct Costs are not on the current schedule and need to be procured as off-schedule items.

**Other Direct Costs**

Other direct costs (ODCs) are items that directly support the services being contracted. ODCs are usually supplies/products but may include labor categories (people). ODCs may be handled in house or through subcontracting that is necessary to complete a project. ODCs cannot be purchased under this contract as a stand-alone item or service.